



## DEPARTMENT OF HOMELAND SECURITY

### Federal Emergency Management Agency

[Docket ID: FEMA-2023-0010; OMB No. 1660-NW131]

### Agency Information Collection Activities: Proposed Collection; Comment Request; Generic Clearance for the Multi-Modal Mixed Methods Collection of Information to Inform Agency Marketing and Outreach

**AGENCY:** Federal Emergency Management Agency, Department of Homeland Security.

**ACTION:** 60-day notice of new collection and request for comments.

**SUMMARY:** The Federal Emergency Management Agency (FEMA), as part of its continuing effort to reduce paperwork and respondent burden, invites the general public to take this opportunity to comment on a new information collection. In accordance with the Paperwork Reduction Act of 1995, this notice seeks comments concerning gathering insights from customers and stakeholders about their perceptions, experiences, and expectations that can improve the marketing and outreach of the Agency's services and programs.

**DATES:** Comments must be submitted on or before [INSERT DATE 60 DAYS AFTER DATE OF PUBLICATION IN THE *FEDERAL REGISTER*].

**ADDRESSES:** Submit comments at [www.regulations.gov](https://www.regulations.gov) under Docket ID FEMA-2023-0010. Follow the instructions for submitting comments.

All submissions received must include the Agency name and Docket ID, and will be posted, without change, to the Federal eRulemaking Portal at <http://www.regulations.gov>, and will include any personal information you provide. Therefore, submitting this information makes it public. You may wish to read the

Privacy and Security Notice that is available via a link on the homepage of

*www.regulations.gov*.

**FOR FURTHER INFORMATION CONTACT:** Joshua Heath, Insurance

Communications Specialist, Marketing & Outreach, Federal Insurance, Federal Insurance

and Mitigation Administration, 202-322-6215, *joshua.heath@fema.dhs.gov*. You may

contact the Information Management Division for copies of the proposed collection of

information at email address: *FEMA-Information-Collections-*

*Management@fema.dhs.gov*.

**SUPPLEMENTARY INFORMATION:** Executive Order 12862 directs Federal

agencies to provide service to the public that matches or exceeds the best service

available in the private sector. Section 1(b) of Executive Order 12862 requires

government agencies to “survey customers to determine the kind and quality of services

they want.” In addition, the Foundations for Evidence-Based Policymaking Act of 2018

(“Evidence Act”) enables agencies to collect and analyze data to use as evidence in

policymaking, as well as assess the effectiveness and efficiency of current programs. To

work continuously to ensure that our programs are effective and meet our customers’

needs, FEMA seeks to obtain the Office of Management and Budget’s (OMB) approval

of a generic clearance to collect information through mixed methods (quantitative and

qualitative) to improve marketing, outreach, and other promotional activities of services,

programs, and opportunities offered by FEMA.

*Collection of Information*

*Title:* Generic Clearance for the Multi-Modal Mixed Methods Collection of  
Information to Inform Agency Marketing and Outreach.

*Type of Information Collection:* New information collection.

*OMB Number:* 1660-NW131.

*FEMA Forms:* Not applicable.

*Abstract:* In accordance with the Evidence Act, the collected information will equip FEMA with vital feedback from the general public and stakeholders that will allow for evidence-based improvements to FEMA's programs and services. FEMA will collect, analyze, and interpret information to identify strengths and weaknesses of programs based on current stakeholder experience and make improvements in the marketing and other promotional activities based on feedback.

*Affected Public:* Individuals and households, business or other for-profit, Federal Government, State, local or Tribal government, non-profit institutions.

*Estimated Number of Respondents:* 45,600.

*Estimated Number of Responses:* 45,600.

*Estimated Total Annual Burden Hours:* 7,861.

*Estimated Total Annual Respondent Cost:* \$344,867.

*Estimated Respondents' Operation and Maintenance Costs:* \$0.

*Estimated Respondents' Capital and Start-Up Costs:* \$0.

*Estimated Total Annual Cost to the Federal Government:* \$748,830.

#### *Comments*

Comments may be submitted as indicated in the **ADDRESSES** caption above. Comments are solicited to (a) evaluate whether the proposed data collection is necessary for the proper performance of the Agency, including whether the information shall have practical utility; (b) evaluate the accuracy of the Agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (c) enhance the quality, utility, and clarity of the information to be collected; and (d) minimize the burden of the collection of information on those who are to respond, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses.

**Millicent Brown Wilson,**

*Records Management Branch Chief,*

*Office of the Chief Administrative Officer,*

*Mission Support,*

*Federal Emergency Management Agency,*

*Department of Homeland Security.*

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